GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2171
ANSWERED ON:14.03.2007
ANIMATION INDUSTRY
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

:-

(a) whether the animation industry is making fast progress in the country;

(b) if so, whether this industry has a lot of potential for exports; and

(c) the steps taken/proposed to be taken by the Government to give boost to the animation industry?

Answer

MINISTER OF STATE FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY(DR. SHAKEEL AHMAD)

(a) and (b): The NASSCOM (National Association of Software and Service Companies) report in 2006 on Animation and Gaming industry in India - estimates the global market size (demand perspective) of industry will witness a CAGR (Compound Annual Growth Rate) of eight percent and is expected to reach USD 75 billion by 2009. Based on this, the global animation market (from the developers` perspective) is expected to increase to USD 35 billion by 2009 from USD 25 billion in 2005. The size of the Indian animation market was estimated at USD 285 million in 2005. It is expected to witness a CAGR of 35 percent from 2005-2009 and increase to USD 950 million by 2009.

(c) The steps taken by the Government to promote Exports in the IT-ITES sector is given in the Annexure.